

**MINUTES OF THE
HISTORIC DESIGN REVIEW COMMISSION MEETING
APRIL 3, 2007**

The regular session of the Auburn City Historical Design Review Commission was called to order on April 3, 2007 at 6:02 p.m. by Vice-Chairman Smith in the Council Chambers, 1225 Lincoln Way, Auburn, California.

COMMISSIONERS PRESENT: Kosla, Smith, Thompson, Briggs, Kidd,

COMMISSIONERS ABSENT: Elder, Worthington, Chrm. Merz

STAFF PRESENT: Reg Murray, Senior Planner; Steve Geiger, Associate Planner; Sue Fraizer, Administrative Assistant

ITEM I: CALL TO ORDER

ITEM II: PLEDGE OF ALLEGIANCE

ITEM III: APPROVAL OF MINUTES

The minutes of the March 6, 2007 meeting were approved as submitted. The minutes of the March 20, 2007 meeting were approved as submitted.

ITEM IV: PUBLIC COMMENT

None.

ITEM V: PUBLIC HEARING ITEMS

- A. Historic Design Review – 185 Linden Avenue (Frank R. Lewis) – File HD 07-8.** The applicant requests Historic Design Review approval for illuminated and non-illuminated wall signs located at 185 Linden Avenue. *Due to revisions made by the applicant, this item was continued from the March 20, 2007 Historic Design Review Commission hearing.*

Planner Geiger gave the staff report. On the west side of the building, the applicant proposes a 32" square plastic non-illuminated State Farm logo sign. Below that would be individual internally lit red colored channel letters. The letters will be 16" in height and will span a distance of about 8 feet. Planner Geiger showed an example of the proposed letters. On the south side of the building, the applicant proposes non-illuminated signage on the second floor and the first

floor. Both 10" and 8" letters are to be used for this signage, constructed of sheet PVC. This material will be painted red. The proposal for the lower floor includes a 24" square plastic logo sign.

Staff has reviewed the proposal and believes that the applicant's request is not consistent with the Historic Preservation Architectural Design Guidelines for the following reasons:

- a. The signage does not respect the architectural design and proportions of the subject building.
- b. The applicant's proposal includes the use of plastic and synthetic materials and is not consistent with the recent amendments that have been forwarded to the City Council by the Commission regarding the use of plastic and synthetic materials.
- c. There is a guideline in the sign ordinance which states that signage above the ground floor shall be painted directly on the inside window surfaces. The proposal is not consistent with that guideline.

Staff believes the proposal is not well coordinated due to the mixture of non-illuminated and illuminated signage, and the variety of letter and sign sizes. Staff believes the applicant is proposing "modern" looking signage on a building with significant historical architecture and design, and installing the signage would seriously detract from the historical appearance of the building.

Staff expressed these concerns to the applicant at the time of the application submittal and encouraged Mr. Lewis to revise his proposal. The applicant, however, has chosen to move forward with this application. Staff is recommending denial of this application as it is presented.

The public hearing was opened.

The applicant, Frank Lewis, 185 Linden Avenue, Auburn, stated that as the owner and restorer of the building, he is also concerned about the appearance of the building. Because he operates a business there, he needs to advertise the business in order to obtain new customers. In addition to insurance, he provides financial services and is competing with banks in the area. In reviewing the rules for signs for the Downtown area, it states that lighted letters are allowed.

Comm. Briggs asked Mr. Lewis why he wants to have illuminated signage since his clientele will be visiting his business during the day.

Mr. Lewis replied that in addition to the fact that the other financial institutions have lighted signs, he wants his business to be visible from Highway 49.

Comm. Briggs stated that she feels the proposed signs would detract from the Victorian building because they have a modern look.

Comm. Kosla asked staff if the guidelines allow a light that would shine toward the signs to provide visibility.

Planner Geiger replied that this type of lighting would be allowed.

Mr. Lewis stated that if the guidelines do allow for internally lighted letters, he would prefer to use them.

Planner Geiger noted that lighted letters are allowed. The concern is the type of lighted letters that were chosen. They are individually illuminated channel letters. Staff would be more receptive to something with individual letters that are more historic looking with gooseneck lighting to make them more visible. There are a lot of options available.

Comm. Kidd noted that the Commission is concerned about attaching modern looking signs to beautiful old buildings, as well as the use of plastic.

Keith Hentschel, 171 Brook Road, Auburn added that he has known Mr. Lewis as an agent in town for about 7 years, and never knew where his building was.

The public hearing was closed.

Comm. Briggs said she doesn't feel the proposed letters are appropriate for the building.

Comm. Thompson agreed and asked if another solution could be found.

Comm. Kosla stated he thinks the second floor advertisement needs to be looked at.

Comm. Smith said he concurs with Comm. Kosla and staff.

Comm. Thompson **MOVED** to:

Continue Historic Design Review 07-8 (HDR 07-8) to

the Historic Design Review Commission meeting of April 17, 2007 to allow the applicant time to provide a revised proposal.

Comm. Kidd **SECONDED.**

There was discussion about a different solution to Mr. Lewis' desire to make the signage visible, while keeping the signs more historical in appearance. Comm. Smith suggested the use of hanging signs on the building and a freestanding sign in front. Comm. Thompson said that sign lighting should be from an exterior source. Comm. Briggs stated she felt the logo on the second floor detracts from the building.

The public hearing was re-opened.

Mr. Lewis stated that he does have an alternative sign design that he had presented previously to staff.

Planner Geiger passed the Commission drawings of the alternative sign design. There was some discussion by the Commission of the alternative design.

Mr. Lewis said he would be willing to give up the logo facing Lincoln Way if he can have the other lighted sign.

The public hearing was closed again.

The vote was then taken on the motion to continue the item to April 17, 2007 to allow the applicant to revise his proposal.

AYES: Kosla, Smith, Thompson, Briggs, Kidd
NOES: None
ABSTAIN: None
ABSENT: Worthington, Elder, Chrm. Merz

The motion was approved.

B. Historic Design Review – 138 Magnolia Avenue (Renee Seado) – File HDR 07-11. The applicant requests Historic Design Review approval for two hanging signs located at 138 Magnolia Avenue.

Planner Geiger gave the staff report. The proposed signs are to hang on either side of an existing sign on the front of the building. The signs are to be 1' x 5'. The applicant proposes to match the new signs to the existing sign in colors and materials. The signs will be painted a cream color background

with burgundy vinyl letters, and will have scalloped corners similar to the existing sign. Staff recommends approval of this application.

The applicant, Renee Seado, 138 Magnolia Avenue, Auburn said that she and her partner feel that they are missing valuable clientele by not having signage at their business.

Comm. Smith asked Ms. Seado if she would be favorable of hanging the signs underneath the trim on the front of the building, which would make them hang slightly lower than the photo simulation.

Ms. Seado said yes, she would be happy to do that.

Comm. Kidd **MOVED** to:

Adopt Resolution No. 07-8 as modified by the Historic Design Review Commission to include a Condition that the signs are hung below the trim on the front of the building.

Comm. Briggs **SECONDED**.

AYES: Kosla, Smith, Thompson, Briggs, Kidd
NOES: None
ABSTAIN: None
ABSENT: Worthington, Elder, Chrm. Merz

The motion was approved.

ITEM VI: COMMUNITY DEVELOPMENT DEPARTMENT FOLLOW-UP REPORTS

- A. City Council Meetings
No report.
- B. Future Historic Design Review Commission Meetings
There will be a meeting on April 17, 2007.
- C. Reports
None.

ITEM VII: HISTORIC DESIGN REVIEW COMMISSION REPORTS

None.

**ITEM VIII: FUTURE HISTORIC DESIGN REVIEW COMMISSION
AGENDA ITEMS**

None.

ITEM IX: ADJOURNMENT

The meeting was adjourned at 6:52 p.m.

Respectfully submitted,

Susan Fraizer, Administrative Assistant